



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Contract # 1374712

Schedule Dates

09/22/12-09/28/12

Advertiser

Utah Department of Commerce (68210)

Agency

Utah Department of Commerce (11980)

Product

SERVICES-GOVERNMENT/CONSERVATION (1231)

Brand

clean out your medicine cabinet \$12K (474057)

Salesperson

Henderson, Kristen (2948)

Sales Office

KUTV/KMYU

Buyer Name

/

Phone/Fax

N/A

CPE

Local/Spot Agency BRD

Account Types

Standard

Billing Type

Comments

Date Entered 09/18/12

Last Modified 09/18/12

Entered By Chantyrce Diehl

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$2,109.00

Net Total \$11,951.00

Sales Tax

Salt Lake City (KUTV)

By Broadcast Month Spots Rate

Sep. 2012 22 \$14,060.00

Grand Total: 22 \$14,060.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	09/24/12-09/28/12	2	:30	5A- News-2 News This Morning 5a	2	X	X	X	X	X			2	\$200.00	\$400.00	Salt Lake City (KUTV)		9/18/12
2.0	Normal Line / News	09/24/12-09/28/12	2	:30	5:30A- News-2 News This Morning 530a	2	X	X	X	X	X			2	\$330.00	\$660.00	Salt Lake City (KUTV)		9/18/12
3.0	Normal Line / News	09/24/12-09/28/12	2	:30	6A- 8A (MST)	3	X	X	X	X	X			3	\$600.00	\$1,800.00	Salt Lake City (KUTV)		9/18/12
4.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	8A- CBS-News Sunday Morning							1		1	\$600.00	\$600.00	Salt Lake City (KUTV)		9/18/12
5.0	Normal Line / News	09/24/12-09/28/12	3	:30	12P- News-2 News at Noon	2	X	X	X	X	X			2	\$175.00	\$350.00	Salt Lake City (KUTV)		9/18/12
6.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	1P- News-Fresh Living	2	X	X	X	X	X			2	\$100.00	\$200.00	Salt Lake City (KUTV)		9/18/12
7.0	Normal Line / News	09/24/12-09/28/12	3	:30	4P- News-2 News at 4p	2	X	X	X	X	X			2	\$250.00	\$500.00	Salt Lake City (KUTV)		9/18/12
8.0	Normal Line / News	09/24/12-09/28/12	2	:30	6P- News-2 News at 6p	2	X	X	X	X	X			2	\$1,100.00	\$2,200.00	Salt Lake City (KUTV)		9/18/12
9.0	Normal Line / News	09/22/12-09/22/12	3	:30	5P- News-2 News at 5p							1		1	\$250.00	\$250.00	Salt Lake City (KUTV)		9/18/12
10.0	Normal Line / News	09/23/12-09/23/12	3	:30	5P- News-2 News at 5p								1	1	\$400.00	\$400.00	Salt Lake City (KUTV)		9/18/12
11.0	Normal Line / News	09/24/12-09/28/12	2	:30	10P- News-2 News at 10p	2	X	X	X	X	X			2	\$2,500.00	\$5,000.00	Salt Lake City (KUTV)		9/18/12
12.0	Normal Line / News	09/22/12-09/22/12	3	:30	10P- News-2 News at 10p							1		1	\$700.00	\$700.00	Salt Lake City (KUTV)		9/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

9/19



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Utah Department of Commerce
PO Box 146701
Salt Lake City, UT 84114-6701

Contract # 1374712

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Advertiser Utah Department of Commerce (68210)
Agency Utah Department of Commerce (11980)
Product SERVICES-GOVERNMENT/CONSERVATION (1231)
Brand clean out your medicine cabinet \$12K (474057)
Salesperson Henderson, Kristen (2948)
Sales Office KUTV/KMYU
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Phone/Fax N/A
CPE N/A
Account Types Local/Spot Agency BRD
Billing Type Standard
Comments

Date Entered 09/18/12
Last Modified 09/18/12
Entered By Chantryce Diehl
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,109.00
Net Total \$11,951.00
Sales Tax

By Broadcast Month
Sep. 2012
Grand Total:

Salt Lake City (KUTV)
Spots: 22
Rate: \$14,060.00
Grand Total: \$14,060.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / News	09/23/12-09/23/12	3	:30	10P- News-2 News at 10p	1							1	1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)		9/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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CLEAN OUT YOUR MEDICINE CABINET \$12k

Advertiser: DEPARTMENT OF COMMERCE
 Agency: DEPARTMENT OF COMMERCE
 Buyer: JENNIFER BOLTON
 Length(s): :30
 Proposal #: 346397
 Market [Rank]: SALT LAKE CITY
 Books: EST-L7
 Flight Dates: 09/22/12 - 09/29/12
 Note: Division of Consumer Protection

Station Contact:

Name: Kristen Henderson
 Phone: (801) 839-1119
 Fax: (801) 839-1101
 Email: khenderson@kutv2.com

Program DP Days Time	Rate Weeks	Sep 22	Sep 24	Cost Spots	A2554 000 CPM			
KUTV								
2NEWS THIS MORNING @ 5AM	\$200	-	2	\$400				
M M-F 5:00A- 5:30A	1			2				
2NEWS THIS MORNING @ 5:30AM	\$330	-	2	\$660				
M M-F 5:30A- 6:00A	1			2				
2NEWS THIS MORNING @ 6AM	\$600	-	3	\$1,800				
M M-F 6:00A- 8:00A	1			3				
CBS SUNDAY MORNING	\$600	1	-	\$600				
M SUN 8:00A- 9:30A	1			1				
2NEWS @ NOON	\$175	-	2	\$350				
D M-F 12:00P- 1:00P	1			2				
FRESH LIVING	\$100	-	2	\$200				
D M-F 1:00P- 1:30P	1			2				
2NEWS @ 4PM	\$250	-	2	\$500				
E M-F 4:00P- 4:30P	1			2				
2NEWS @ 6PM	\$1,100	-	2	\$2,200				
R M-F 6:00P- 6:30P	1			2				
2NEWS @ 5PM/SAT	\$250	1	-	\$250				
R SAT 5:00P- 6:00P	1			1				
2NEWS @ 5PM/SUN	\$400	1	-	\$400				
R SUN 5:00P- 6:00P	1			1				
2NEWS @ 10PM/M-F	\$2,500	-	2	\$5,000				
T M-F 10:00P-10:35P	1			2				
2NEWS @ 10PM/SAT	\$700	1	-	\$700				
T SAT 10:00P-10:35P	1			1				
2NEWS @ 10PM/SUN	\$1,000	1	-	\$1,000				
T SUN 10:00P-10:35P	1			1				

Demo breakdown:	Spots	Cost
A2554	22	\$14,060

Agency Commission:	Comm. %	Total	Net Cost
	15%	\$2109	\$11,951

Dayparts: D - DAYTIME; E - EARLY FRINGE; M - MORNING; R - EARLY NEWS; T - LATE NEWS

Client Signature:

APPROVED PER JENNIFER BOLTON Date: 9/18/12

CLEAN OUT YOUR MEDICINE CABINET \$12k

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* - Item(s) estimated by user.

10/3/2012
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